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Medical Section of the American Lung Association

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Incoming President Edmund C. Casey, M.D., (left) and President Richard Sinsheimer.

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THE AMERICAN LUNG ASSOCIATIONS

Many of these associations have affiliates in major cities

ALA of Alabama	Birmingham, AL	ALA of Montana	Helena, MT
Alaska Lung Association, Inc.	Anchorage, AK	ALA of Nebraska	Omaha, NE
Arizona Lung Association	Phoenix, AZ	ALA of Nevada	Reno, NV
Arkansas Lung Association	Little Rock, AR	New Hampshire Lung Association	Manchester, NH
ALA of California	Oakland, CA	ALA of New Jersey	Union, NJ
ALA of Colorado	Denver, CO	ALA of New Mexico	Albuquerque, NM
ALA of Connecticut	East Hartford, CT	Brooklyn Lung Association	Brooklyn, NY
Delaware Lung Association	Wilmington, DE	New York Lung Association	New York, NY
District of Columbia Lung Association	Washington, D.C.	Queensboro Lung Association	Jamaica, NY
Florida Lung Association	Jacksonville, FL	ALA of New York State	Albany, NY
Georgia Lung Association	Atlanta, GA	ALA of North Carolina	Raleigh, NC
ALA of Hawaii	Honolulu, HI	ALA of North Dakota	Bismarck, ND
Idaho Lung Association	Boise, ID	Ohio Lung Association	Columbus, OH
Chicago Lung Association	Chicago, IL	ALA of Oklahoma	Oklahoma City, OK
ALA of Illinois	Springfield, IL	Oregon Lung Association	Portland, OR
ALA of Indiana	Indianapolis, IN	ALA of Pennsylvania	Hershey, PA
ALA of Iowa	Des Moines, IA	Asociacion Puertorriquena del Pulmon	San Juan, PR
ALA of Kansas	Topeka, KS	Rhode Island Lung Association	Providence, RI
ALA of Kentucky	Louisville, KY	South Carolina Lung Association	Columbia, SC
ALA of Louisiana	New Orleans, LA	South Dakota Lung Association	Sioux Falls, SD
Maine Lung Association	Augusta, ME	ALA of Tennessee, Inc.	Nashville, TN
ALA of Maryland	Baltimore, MD	ALA of Texas	Austin, TX
ALA of Massachusetts	Boston, MA	Utah Lung Association	Salt Lake City, UT
ALA of Southeastern Michigan	Detroit, MI	Vermont Lung Association	South Burlington, VT
ALA of Michigan	Lansing, MI	Virginia Lung Association	Richmond, VA
ALA of Minnesota	St. Paul, MN	ALA of the Virgin Islands	St. Thomas, VI, USA
Mississippi Lung Association	Jackson, MS	ALA of Washington	Seattle, WA
ALA of Eastern Missouri	St. Louis, MO	ALA of West Virginia	Charleston, WV
ALA of Western Missouri	Kansas City, MO	ALA of Wisconsin	Milwaukee, WI
		ALA of Wyoming	Cheyenne, WY

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TEENAGE SMOKING

old placement



After the ALA rescued Brooke Shields' antismoking TV spots and print ads, she became ALA's National Youth Chairman.

On the eve of the annual meeting in Detroit, the federal government announced that Brooke Shields was an inappropriate spokesperson for its antismoking campaign, principally aimed at the adolescent population. The American Lung Association disagreed—and said so, in sharp language. A telegram was sent to Health and Human Services Secretary Richard Schweiker asking for release of the materials. These included a poster ("Smoking Spoils Your Looks"), two television spots of 30 and 10 seconds, and public service print advertisements.

Five days later, the government gave the ALA permission to distribute the materials, substituting its own logo. Mrs. Teri Shields and her

famous daughter consented to this agreement. Brooke Shields also volunteered to be the ALA's National Youth Chairman.

In the space of some eight weeks, she made four national appearances speaking out for the new ALA antismoking program. She appeared at press conferences in Detroit and New York; she testified before a Congressional investigation subcommittee; she appeared on the "Good Morning America" television program.

Managing director James A. Swomley subsequently reported to the board of directors, "Our press clippings suggest the Brooke Shields' antismoking effort is the most widely publicized campaign in our history." ‡

On the cover: ALA National Office staffers don T-shirts to celebrate the introduction of Freedom From Smoking. (Photo: Harvey Shaman)

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OPPORTUNITIES FOR GIVING



Will Coughley Photo

Advanced medical technology is being used to increase the survival rate of premature infants with lung problems.

MEMORIAL GIFTS honor the memory of a friend or relative in a meaningful way.

SPECIAL OCCASION GIFTS honor the living, wishing speedy recovery from illness or congratulations for a birthday, graduation or quitting smoking.

BEQUESTS of any size add significantly to the fight against lung disease. Bequests may be made to one's local, state or national association. The following form may be used for a bequest to the national association: "I give and bequeath to the American Lung Association, a nonprofit corporation organized under the laws of the state of Maine, having its principal office at 1740 Broadway, New York, N.Y., the sum of _____ dollars, to be used for its general purposes."

PLANNED GIVING can be arranged to serve your desire to give to others as well as the lung association. A gift may take effect during your lifetime, or it may be in your will. Its principal benefits may not accrue to your lung association until after the deaths of the beneficiaries receiving its income. Such a gift-investment may be an irrevocable transfer of cash, securities or real property to a trust or to the lung association; income from it may be paid for life to beneficiaries named by you, with the remainder going to the association after their deaths. Such "life-income" gifts may be made through annuity trusts, unitrusts, pooled income fund gifts or charitable gift annuities. Ask us—or your own lawyer—for more information on these. ‡

AMERICAN  LUNG ASSOCIATION
The 'Christmas Seal' People®
1740 Broadway New York, N.Y. 10019

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